

OFFICE OF TECHNOLOGY AND COMMUNICATIONS
Erin Dady, Director of Marketing



CITY OF SAINT PAUL
Christopher B. Coleman, Mayor

*City Hall / Courthouse, Room 390
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Saint Paul MN 55102*

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December 17, 2009

Dear Customer,

As a valued partner in promoting and producing special events in the City of Saint Paul, I wanted to share some changes in our banner installation funding program.

As you may already be aware, the City of Saint Paul is faced with the daunting task of finding ways to reduce the City's budget after the Governor's cut of our Local Government Aid funding. As a result, the funding the Marketing Office had in its annual budget to assist non-profit organizations with the cost of installing banners on light poles and skyways around Saint Paul for the purpose of promoting neighborhoods and special events has been eliminated for 2010. This elimination is permanent.

Banner request forms that have already been received by the Marketing Office for 2010 will be honored, but subsidies for banner installation are no longer available.

We hope that you will continue to utilize the banner locations on light poles and skyways in downtown Saint Paul to promote the wonderful events happening in our city. The installation cost for each light pole banner will be \$40 and each skyway banner will be \$300. Please continue to work with Aubree Rowland, Marketing Assistant, and submit your banner request forms to her.

This was a difficult decision to make, but it was a necessary step in helping the City meet its new budget projections. Should you have any questions or concerns, please don't hesitate to contact me at 651-266-8878. Thank you for your partnership and commitment to making Saint Paul the Most Livable City in America.

Sincerely,

Erin Dady
Director of Marketing